



(CB-001)

(Ettevõtluse alused)

(Fundamentals of business)

AINEKAART

Объем предмета (EAP)	3.00 ECTS
Оценивание	eristav hindamine
Цель курса и краткое описание	
Business idea. Business functions. Business forms. Business environment analysis. Personnel management. Company's organizational structure. Marketing objectives, principles, marketing mix. Suppliers, production planning, stocks, service sphere. Financial analysis of the company set. Business plan development, presentation and defence.	
Результаты обучения:	
Студент: <ol style="list-style-type: none">1. Assess one's own and international business environment phenomena2. Understand key business analysis concepts, use business analysis tools	